



**EDUCATING FOR LIFE!**  
**HÒT'ALÒÒ HOGHÀGOETÒÒ**  
**UNE ÉDUCATION POUR LA VIE!**

Yellowknife Education District No. 1:  
**LOGO & BRAND  
IDENTITY GUIDELINES**

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# BACKGROUND

## About the Brand

Located in the heart of the city, Yellowknife Education District No.1 (YK1/ the District) is the largest education district in the Northwest Territories. Since 1939, YK1 has provided quality education to northern students and today the District continues to ensure all students receive the best possible educational programs, experiences and opportunities.

YK1 operates six schools and provides contract superintendency services to the nearby First Nations schools in Ndilo and Dettah. Conveniently located in neighbourhoods throughout the community, a YK1 school is close to home in all residential areas.

First elected in 1939, a provisional school board was charged with the task of providing a school and education for the children of local parents, most of whom were associated with the first gold mines in the area, and high school for children of outlying communities. YK1 was formally established on October 1, 1939 under *Section 33 of the School Ordinance, N.W.T.*

The current Government of the Northwest Territories (GNWT) emerged much later and provided for the continuation of the existing Yellowknife Education District as a Board of Education under the *Education Act*.

YK1 combines quality education, real-world experience and community connections to offer students the highest calibre of education possible. YK1 students learn in facilities that are equipped with cutting-edge technology and are taught by experienced, dedicated teachers. Being the home of Yellowknife's first school, YK1's rich history includes the distinction of being the largest and longest-operating school board in the Northwest Territories.

# BACKGROUND

## SCHOOLS:

École ȩłł'ò  
N.J. Macpherson School  
Range Lake North School  
Mildred Hall School  
École William McDonald Middle School  
École Sir John Franklin High School

“We believe in and respect the diversity, identity and growth of all learners”

## WELLNESS

Cultivate a culture of holistic wellness

- Recognize the importance of relationships in learning
- Foster and promote personal wellness
- Create healthy, safe and caring learning environments

## LEARNING

Ensure inclusive, equitable and authentic learning experiences

- Engage learners through meaningful and innovative teaching
- Celebrate diversity of all learners

## COMMUNITY

Foster critical understanding of local, national and global issues

- Inspire and pursue critical thinking through innovative and sustainable practices
- Embrace diversity and encourage empathy to promote global citizenship
- Model and encourage ethical leadership and engage in opportunities for service learning

## INDIGENOUS LANGUAGE AND EDUCATION

Honour and celebrate Indigenous Language and Culture for all learners

- Create a welcoming environment for all learners
- Integrate an Indigenous approach to education
- Strengthen Indigenous Language instruction

# DISTRICT BRAND IDENTITY

## BRANDING

Brand identity plays a key part in Yellowknife Education District No. 1 identification to stakeholders and community partners. All communications and marketing platforms (print, digital, social media, web-based, corporate advertising, building/vehicle signage.) should consistently and properly reflect the corporate brand. These standards are intended to ensure brand integrity and consistency in all internal or external communications.

## REFERENCING THE DISTRICT'S NAME

The official district name is **Yellowknife Education District No. 1**. When referencing the jurisdiction, use the full title on the first mention and the acronym "YK1" or the "District" can be used on subsequent mentions.

## REFERENCING THE BOARD OF TRUSTEES NAME

The Board of Trustees of Yellowknife Education District No. 1 is the official name of the Board. When referencing, use the full title on the first mention: Board of Trustees of Yellowknife Education District No. 1. After the first reference, the "Board", may be used instead.

# LOGO SPECIFICS

## PRIMARY LOGO

The tagline, Educating for Life, may be incorporated in the below manner. Either version of the logo with tagline will appear on District publications, stationery, signage, websites, etc.. All applications and use of the District logo with tagline requires review and approval by the District's Communications Department. Wherever possible, the logo should appear with the multilingual tagline.



## LOGO WITHOUT TAGLINE

The logo without tagline is for use as an icon for social media purposes (Facebook, Instagram, Twitter etc). It is not meant to be used for print.

These logos in colour are primary and preferred logos for all Yellowknife Education District No. 1 use. They shall be used for corporate identification and promotional purposes. Either version of the logo will appear on District publications, stationery, signage, websites, etc. All applications and use of the District logo requires review and approval by the District's Communications Department.



# LOGO VARIATION

## Reverse colors

Reverse logos are designed to look best against a textured/photographic/video background.

### PRIMARY LOGO

The reverse logo (white) should be used when applied to a dark background. Make sure to only use it on simple dark backgrounds where there is adequate contrast (not on a busy background pattern or photo). These standards apply to all applications and use of the District logo with multilingual tagline.

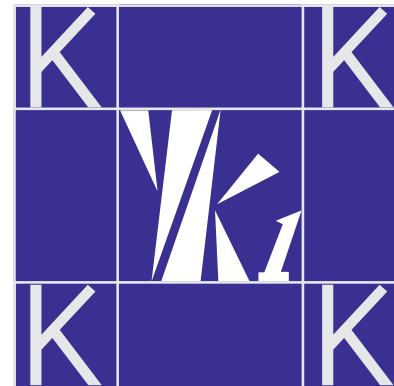
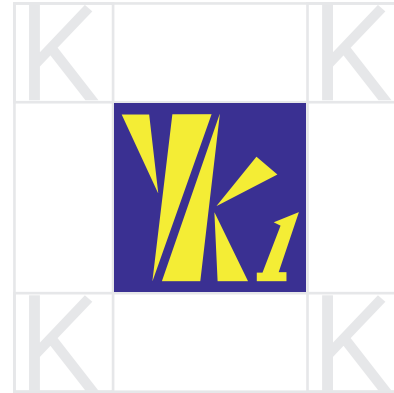


The black version of the logo should be applied only in lighter/white background and or light imagery. The recommended Black colour for print would be C60 M40 Y40 K100. It is recommended the used of primary logo for everything, the version in reverse or black should be used only if necessary.



# CLEAR SPACE

For ease of recognition, standards of size and proximity to other graphic elements, text or logos have been created. To preserve the integrity of the YK1 logo, always maintain a minimum clear space around it. This clear space protects the logo from competing graphic elements such as other logos, symbols, or text. The clear space around the logo should be equal to half the width of the symbol.





# COLOUR SPECIFICATIONS

## Primary Colours



CMYK 94; 99; 0; 1

RGB 43; 2; 169

HEX #2b02a9



CMYK 6; 0; 89; 0

RGB 255; 255; 51

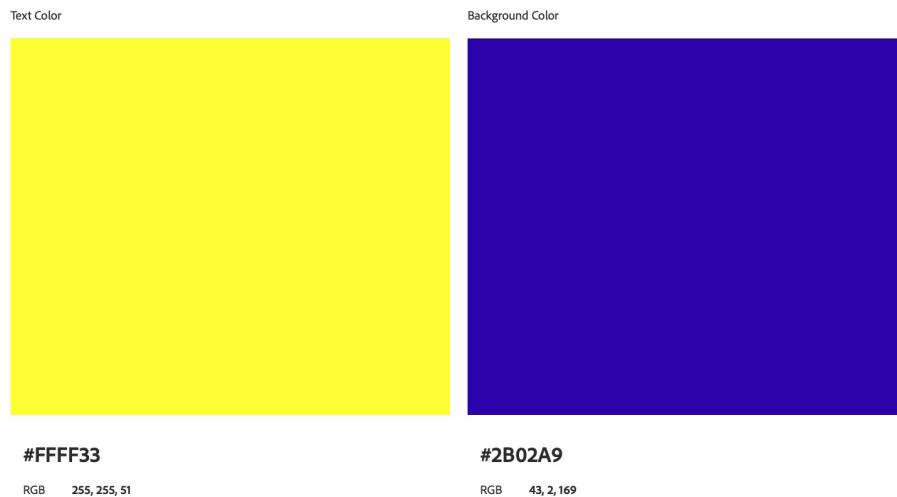
HEX #ffff33

# COLOUR SPECIFICATIONS

## Colour accessibility

### COLOUR COMBINATION PASSES ACCESSIBILITY

Colour contrast between text and background is crucial on web pages. It affects some people's ability to perceive the information your brand is trying to convey. **This colour combination passes accessibility standards AAA.**

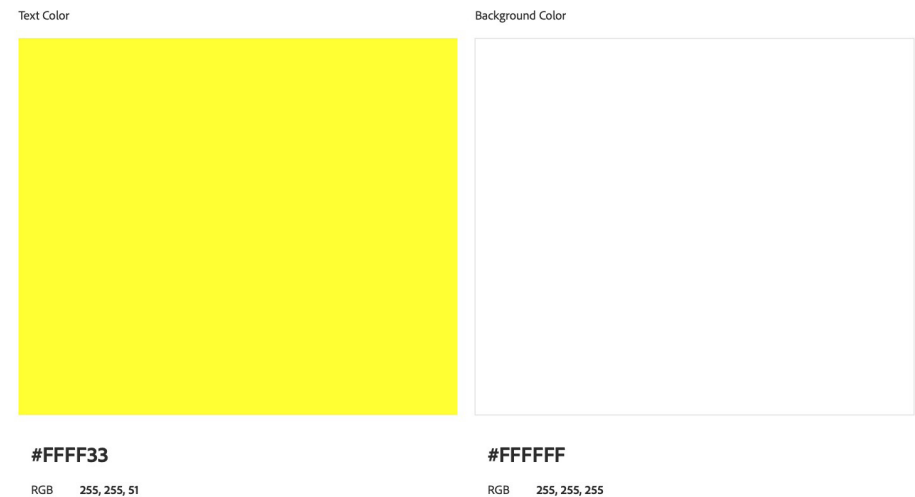


WCAG results



### COLOUR COMBINATION DOES NOT PASS ACCESSIBILITY

This colour combination does not pass accessibility and should always be avoided in digital products.



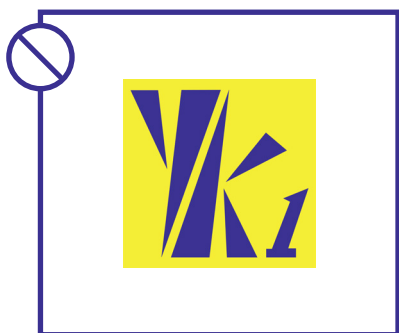
WCAG results



# LOGO BEST PRACTICES

## How to not use

Here are a few examples of things **that should not be done** when working with YK1's logo. Remember to always use the primary colour logo whenever possible. If you are not sure, just ask.



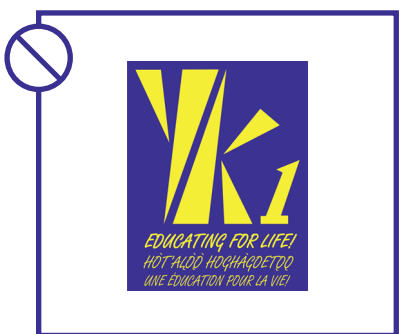
Do not alter its colour



Do not use a unilingual tagline with the YK1 logo



Do not squash or stretch it



Do not re-create the logo in another font



Do not change the arrangement of the symbol and wordmark



Do not add an outline or drop shadow

# TYPOGRAPHY

## The Typeface Family

Use of typography in this brand guideline specifies the font that can be used when designing for the brand. To be used for YK1 letterhead, YK1 Business Cards, YK1 Correspondence (Letters & Press Releases). They are the proper usage of type. Typography specs keep a brand's fonts consistent.

VERDANA

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

# LAYOUT

## LETTERHEAD



**Yellowknife Education District No 1**  
Phone (867) 766-5050  
Fax (867) 873-5051  
Email info@yk1.nt.ca

Lorem ipsum,

Nulparum repelessim nectiun derio. Nequis antur sunt hitempo rporepe dolor maximostrum et am quate cus volorpor andebis ra cuptur? Ist voloresclis derupti busdae vellendant que sa quae nullest ut aborionsent renis alit il ipitae occabor moloreh endaerio bea quis aut quia quasped eatus endis volesedic tem fuga. Sequo maximusam dus, sed quam earum facillore, sundus ad et into magnis magna voloria inciusam fugiat.

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Lorem ipsum

Jane Smith

**Yellowknife Education District No 1**  
5402 50 Avenue Yellowknife, NT X1A 1E5  
**Phone** (867) 766-5050 | **Fax** (867) 873-5051  
**Email** info@yk1.nt.ca

**Administration scolaire de district n° 1 de Yellowknife**  
5402 50ième avenue Yellowknife, TNO X1A 1E5  
**Phone** (867) 766-5050 | **Fax** (867) 873-5051  
**Email** info@yk1.nt.ca

## ENVELOPE LAYOUT

### FRONT

**Yellowknife Education District No 1**  
P.O Box 7885402 50 Avenue Yellowknife, NT X1A 1E5  
**Administration scolaire dedistrict n° 1 de Yellowknife**  
C.P. 788 5402 50ième avenue Yellowknife, TNO X1A 1E5

### BACK



**Yellowknife Education District No 1**  
5402 50 Avenue Yellowknife, NT X1A 1E5  
**Phone** (867) 766-5050 | **Fax** (867) 873-5051  
**Email** info@yk1.nt.ca

# LAYOUT

## BUSINESS CARD

### ENGLISH



### FRENCH



# LAYOUT

## EMAIL SIGNATURE



**John Doe**

Communications Officer

Yellowknife Education District No. 1

Phone:(867) 766-5050 | Fax:(867) 873-5051

Website: [www.yk1.nt.ca](http://www.yk1.nt.ca)

District Office

5402 50 Avenue I PO Box 788

Yellowknife, NT X1A 2N6

**I respectfully acknowledge that I live and work on Chief Drygeese Territory in the Akaitcho region, the traditional territory of the Yellowknives Dene First Nation.**

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# BRAND USE

## Stationery





# BRAND USE

## Promotional





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